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Technology Center 2100

Abstract of the Disclosure

In order to distribute coupons to a consumer computer, a link is established with a coupon server, in response to which the coupon server transmits a file containing a list of participating retail outlets. In response to the consumer's selection of a retail outlet, the coupon server transmits a file containing the inventory of goods offered for sale by the selected retail outlet and data representative of the physical layout of the selected retail outlet indicating the aisle location of the goods. The inventory is displayed by the consumer computer such that each item of goods is individually selectable. The consumer may thus enter a shopping list by selecting one or more items of goods he or she intends to purchase at the selected retail outlet. In response to the selection of goods, the coupon server transmits to the consumer computer a file containing electronic coupons corresponding to one or more of the selected goods and a file containing data identifying the aisle location in the selected retail outlet of the goods selected by the consumer.